

City of Milwaukee License Division

Quarterly Newsletter



Spring 2017

From the License Division Desk

It is finally Spring, and that means two things: road construction begins and festival season is right around the corner. For the License Division, Spring is also when we receive the majority of applications for food-related licenses. Perhaps you too dream of owning your own restaurant or selling your mom's famous recipes from a food truck. Starting a small business takes hard work, but we are working to make the process easier.

Previous editions of our newsletter have covered our new small-business initiatives: the [StartSmart](#) web tool, the [Licensed Premises Pivot Program](#), and the [Clerk Notes Instructional Video Series](#). In this issue, I'd like to briefly cover a bit of information specific to food-related businesses.

First, for existing businesses, please remember that the City's Health Department must review all plans for new construction and major remodeling. Check out the FDA's [Food Establishment Plan Review Guide](#) for information on design, installation and construction of retail food facilities. Second, if you plan on selling food at a temporary event in Milwaukee you will likely need a [Temporary Event Food Licenses](#). Mobile food operations also selling outside the City should [contact the State](#) about licensure. This issue's "Dear Andy" article (page 4) highlights a few additional considerations.

Third, for anyone considering applying for a new license, you may wish to contact your local [Council Member](#) to discuss your plans for the business. They may be able to help address neighbor concerns or connect you with important resources. Finally, don't forget to visit [our website](#), and if you contact one of our [License Specialists](#), be prepared to describe what and where you plan to sell. The licensing process will involve contacting other City departments, but we can help you better understand the process.

Jessica Ceella
License Division Manager

Contents

Who Are We?	p. 2
Soundbites.....	p. 2
Featured Program.....	p. 3
Licensing Notes.....	p. 3
Recent Disciplinary Actions.....	p. 3
Dear Andy Q&A.....	p. 4
Directory.....	p. 4
Briefs.....	p. 4



We strive to make your experience at City Hall as quick and easy as possible.

If you have any questions or suggestions, please call 286-2238 or email license@milwaukee.gov



Who are we?

The License Division is a branch of the Common Council-City Clerk's Office. We process applications for over 100 different licenses and permits, and assist the Common Council in its deliberations regarding license matters.

The License Division can assist you with questions like: Do I need a license? What does my license allow? What is the status of my license?

More information is available on the License Division website at milwaukee.gov/license.

Tell us what you think!

We love getting feedback about this and other License Division content. Whether you have questions or suggestions, would like to contribute to a future newsletter or just feel like sending us a digital high-five, you can provide feedback using our [online survey](#) or at any of our social media pages.



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Soundbites

A Conversation With: Molly Kuether-Steele

A familiar face recently joined the License Division staff. We sat down with new Assistant Manager **Molly Kuether-Steele** to discuss Municipal ID, Hello Kitty, and her favorite summer activities in Milwaukee. Below is an excerpt of the conversation.

Editor: First off, let me welcome you to the License Division. Anyone who has followed Common Council committee meetings may recognize you as the Licenses Committee's Staff Assistant. Before we get into your current role, what can you tell us about your experience as a Staff Assistant?

Molly: *I enjoyed being a Staff Assistant; it gives you a behind the scenes look at the Common Council and the legislative process. My duties as a Staff Assistant included preparing agendas, minutes, taking roll call, responding to public inquiries, and coordinating with other departments. I now have a deeper appreciation for the work that goes into making the City run, such as repaving a street or getting a speed hump installed.*

Editor: Summer is typically a busy time for the License Division. Have your previous experiences helped prepare you for your new role with the License Division? That is, what keeps you motivated when things are challenging?

Molly: *I am someone who thrives under pressure, so I enjoy when things are busy. It also helps the day move quickly, when you have your head down doing work and then you look up and it's lunch time. You think to yourself "wow, where did the morning go?", but then you also realize how much you have accomplished.*

Editor: Speaking of accomplishments, you've already helped a great deal with the Municipal ID application process. We've issued over 3,300 IDs! What advice do you have for anyone thinking about applying for an ID?

Molly: *First of all make sure you live in the city of Milwaukee. Unfortunately we've had to turn people away because they live in West Allis, Greenfield, etc. Additionally I recommend applicants thoroughly read the application and requirements, so when they arrive for their appointment they have the proper documentation. Your residency document must have your full name and be dated within the last 60 days.*

Editor: It's been great to see the positive feedback for the program. What makes you proud to work for the City?

Molly: *I enjoy helping people. I think City employees have a unique perspective on how the City works. I attempt to share that with people whenever I can by answering questions and explaining processes.*

Editor: And when you're not working? Where can we find you this summer?

Molly: *Summer is a great time to explore the City and sit on a patio with a cold drink. My husband and I enjoy taking our dog to the various beer gardens in the area. My birthday is also in the summer and I usually take a trip. This August my husband and I will be travelling to Bali and Taiwan for our honeymoon.*

Editor: Finally, a little fun: Give us three words that best describe you.

Molly: *I think when most people think of me, the color pink and Hello Kitty come to mind first. Pink is my favorite color and I wear it almost every day. Also I love a good meal so foodie is also a word that could describe me well.*

Featured Program

Municipal Identification Card

The License Division officially launched the Milwaukee Municipal Identification (ID) Card in January. Since then, we've issued over 3,300 IDs! Interested in applying for your own Municipal ID? Read on for important details about the program.

What is the City of Milwaukee Municipal ID?

The City's new Municipal ID program offers photo identification to residents 14 years or older regardless of housing or marital status, criminal record, or gender identity. The program was established by ordinance by the Milwaukee Common Council on July 26, 2016.

How do I get my ID?

You must apply *in person* at City Hall, and you must *schedule an appointment* by calling (414) 286-2238. In addition, before your application can be processed, you will need to provide proof of your identity and proof that you live in Milwaukee. IDs cost \$10. Please visit Milwaukee.gov/id to print an application and for detailed program information.

Why should I get an ID?

A few of the benefits of the municipal ID program include:

- Improved access to public and private services
- Increased sense of membership in the community
- Improved community safety by making it easier for those without IDs to interact with authorities

By law, all City departments must recognize Municipal IDs as an acceptable form of identification, including the Milwaukee Police Department. Additional uses for your Municipal ID will be explored as the program is implemented. If you would like to support the program or suggest a potential partner, contact your local Council Member.

Questions?

Please visit Milwaukee.gov/id for complete program information. If you still have questions about application, email License@milwaukee.gov.

Licensing Notes

Upcoming License Committee Meetings:

- April 25, 2017
- May 16, 2017
- June 6, 2017
- June 27, 2017

For Applicants:

Some licenses may be approved by your local Council Member, but many require a License Committee hearing. A hearing may be scheduled if there is a change to your license, an objection was filed or there was certain police activity involving your premises. Keep this in mind and plan ahead! The License Committee generally meets every three weeks, except for the month of August, when no meetings are scheduled. In general, expect to wait 6 to 8 weeks for your license to be granted and issued.

For Community Members:

Your voice matters! Your appearance at licensing hearings is a critical factor in all licensing decisions.

If you cannot attend a hearing, but would like to communicate your support or objection to a pending license, email your local Council Member.

Recent Disciplinary Actions

- **Hot Spot Supermarket** : 2643 W. Atkinson Ave. [File #160713](#) Non-renewal: Class A Malt & Class A Liquor Licenses
- **Green Ring II**: 3305 N Martin L. King Jr. Dr. [File #160933](#) 10-day suspension: Class A Malt, Class A Liquor, and Food Dealer Licenses

Upcoming Events

Pivot Program, Session 3
Tuesday, July 11 (2 p.m. to 4 p.m.)
Mill Road Library Community Room
6431 N. 76th Street

Pivot Program, Session 4
Tuesday, October 10 (9 a.m. to 11 a.m.)
Ignace Health Center
930 W. Historic Mitchell Street

To register, email your name, business name, session attending, and the number of people attending to Pivot@milwaukee.gov





Briefs

New and important information you need to know.

City Code Changes

- **File #161311:** Creates a temporary change of plan permit to allow any business to obtain one permit instead of multiple permits or licenses when making temporary changes to its plan of operation.
- **File #161646:** Substitute resolution urging Milwaukee County government to accept the City of Milwaukee's municipal identification as a valid form of identification.
- **File #161722:** Communication from the Milwaukee Health Department relating to a proposed licensed food establishment grading system.
- **File #161763:** Allows for the licensing and legal operation of certain low-speed vehicles by amending the definition of "shuttle vehicle."
- **File #161675:** Revises certain licensing regulations to correct errors, clarify language and eliminate obsolete provisions.

Directory

City Clerk's Office License Division

City Hall Room 105
200 E. Wells Street
Milwaukee, WI 53202

Phone: (414) 286-2238
Fax: (414) 286-3057

Email: license@milwaukee.gov

Common Council

(414) 286-2221

Licensing Committee

- Ald. Tony Zielinski (Chair)
- Ald. José G. Pérez (Vice Chair)
- Ald. Milele A Coggs
- Ald. Chantia Lewis
- Ald. Khalif J. Rainey

MPD License Investigation Unit

(414) 935-7430

Department of Neighborhood Services

(414) 286-2268

Health Department

(414) 286-3674

Wisconsin Department of Revenue, Alcohol and Tobacco Enforcement Unit

(608) 266-2772

Dear Andy



Q Dear Andy,
I recently discovered my grandmother's famous salsa recipe and would like to start selling small batches at the local farmer's market. Do I need a license?

Sincerely, Kind of a Big Dill

A Dear Big Dill,
The simple answer is, no. State Law allows sale of fresh produce and certain home-canned foods without a license. You can sell salsa, sauerkraut, fruit-based jam, and certain pickled fruits and vegetables without a State or City license. A few things to keep in mind:

- You can only sell retail (directly to consumers) at community or social events, flea markets, or farmer's markets in Wisconsin.
- Products must be properly labeled and you must have a sign at the point of sale stating that your canned goods are not inspected by the State.
- If sales exceed \$5,000 in a year, you will need to register with the WI Department of Agriculture, Trade, and Consumer Protection (DATCP).

Things get a little tricky if you plan on selling anything other than salsa. For instance, certain home-canned items (like pickled asparagus and certain other processed fruits or vegetables) cannot be sold without a license. In addition, if you will also be selling outside the City, it may be in your interest to obtain a State license *instead* of a City license. Visit [DATCP's website](#) for details.

Finally, if you will be selling any bakery items, dried or packaged foods, or other processed foods, you will need to obtain a [Temporary Event Food Licenses](#) from the City. This license is valid for 1 year and can be used at multiple events. However, if you will be at multiple booths or events at the same time, you will need a license for each booth or event.

If you have any additional questions, let me know. We'd be happy to help!

Sincerely, Andy